

Hakuhodo brings home two gold from 18th Times Asia-Pacific Advertising Awards

Tokyo—February 28, 2008—Two Hakuhodo-produced works—“Squeeze” for Coca-Cola (Japan) Co., Ltd.’s Minute Maid, and “The Handshake Company” for Microsoft’s MSN were given gold awards in the online category of the 18th Times Asia-Pacific Advertising Awards, held in Taiwan.

Inaugurated in 1990 by Taiwan’s China Times Group, the Times Asia-Pacific Advertising Awards have become a gathering place for advertising professionals from all over the Asia-Pacific region. Awards are presented in four categories: TV, print, outdoor and online.

About the Gold award winners

Gold (Online)

Client:	Coca-Cola (Japan) Co., Ltd.
Product:	Minute Maid
Title:	Squeeze
Production credits:	
Creative Director:	Hideaki Sakuma (Hakuhodo)
Planner:	Junya Masuda (777 interactive)
Web Producer:	Takashi Koromatsu (cherup)
Cameraman:	Ryuichi Kataoka (VONS)
Designer:	Ryo Kuroda (Bizart)
Programmer:	Makoto Murakami (Bizart)
Sound Producer:	Norie Miyahara (sin.inc.)
Sound Creator:	Hiroshi Mizuide (sin.inc.)
Producers:	Masaaki Fukuoka, Noboru Inoue (Hakuhodo), Genya Sunouchi (Hakuhodo DY Media Partners Inc.)

Account Supervisors: Masato Igarashi, Mayumi Okabe, Kenji Ida (Hakuhodo)

Gold (Online)

Client: Microsoft Corporation

Product: MSN (Internet portal service)

Title: "The Handshake Company"

Production credits:

Chief Executive Director: Masaaki Fukuoka (Hakuhodo)

Chief Producer: Yosuke Minamizaki (TFC)

Assistant Producer: Mariko Watanabe (TFC)

Director: Yoshihiro Matsuoka (TFC)

Creative Director: Yuji Mizuto (imaginative inc.)

Designer: Yosuke Fukazawa (imaginative inc.)

Media Architect: Yukinori Nakayama (Microsoft Corporation)

Account Executive: Miki Suemasa (Microsoft Corporation)

Producer: Noboru Inoue (Hakuhodo)

Producer: Genya Sunouchi (Hakuhodo DY Media Partners)

Media contacts:

Corporate Public Relations Division

Chie Nishio: CHIE.NISHIO@hakuhodo.co.jp

Yukiko Ono: YUKIKO.OONO@hakuhodo.co.jp

Tel: +81-(0)3-5446-6161 Fax: +81-(0)3-5446-6166

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■ About Hakuhodo Inc.

Founded in 1895, Hakuhodo Inc. (www.hakuhodo.jp) is the second largest advertising company in Japan, and the ninth largest core agency in the world, according to *Advertising Age's* agency report 2007. Today, innovation and creativity are still at the heart of its operations. Hakuhodo shares with its clients an unmatched depth of knowledge about the relationship between people and brands – knowledge that has grown from the concept of *sei-katsu-sha* (“consumers with a heartbeat”) which Hakuhodo pioneered in advertising. Through its global network, Hakuhodo provides comprehensive marketing and communications services and solutions for some of the best-known brands in the world. Hakuhodo has 67 offices in 18 countries/regions, and approximately 5,000 employees.

Sei-katsu-sha insight is the foundation for Hakuhodo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize our commitment to a comprehensive, 360-degree perspective on consumers' lives.

Hakuhodo is one of three advertising agencies under the umbrella of Hakuhodo DY Holdings Inc. (TSE: 2433) (<http://www.hakuhodody-holdings.co.jp/english/index.html>), a holding company that was established in 2003 through the management integration of Hakuhodo Inc., Daiko Advertising Inc. and Yomiko Advertising Inc. Hakuhodo DY Holdings Inc. was listed on the first section of Tokyo Stock Exchange in 2005.